ONTARIO TOURISM MARKETING PARTNERSHIP CORPORATION

Marketing Update

SPRING/SUMMER 2006

Marketing Update

Message from the President and CEO

Heading into this critical time of the tourism year, I am delighted to tell you that, over the past few months, OTMPC has been busy working with industry partners to develop and implement exciting, new and innovative marketing initiatives that are poised to support the tourism industry and stimulate tourism growth.

This spring, OTMPC worked with cultural tourism stakeholders to launch its first-ever cultural tourism campaign "Ontario: Now Playing." This unique advertising campaign launched in Ontario in March with television spots on the Academy Awards. The campaign links consumers in Ontario, Quebec and select U.S. cities with Ontario's cultural renaissance and motivates them to take a different view of our province, visit our website to find out more and plan and book their cultural getaway.

Our summer Ontario brand advertising campaign promotes a refreshed and revitalized Ontario tourism brand that exudes energy and excitement and portrays the province as a fun, dynamic, diverse destination where it is easy for visitors to have a great time. Our communications will showcase Ontario's unique experiences, differentiating our province from other travel destinations, and engage and establish an emotional connection with consumers with relevant messages that inspire them to take action. We need to change the 'been there, done that' attitude.

The new brand campaign in Ontario and the United States involves television, radio, out-of-home, the summer edition of *Ontario Travel Discoveries* magazine, interactive executions and increased emphasis on public relations. Our presence in Quebec will be expanded this year, dominated by radio and billboard advertising, as well as interactive promotions and increased media and public relations.

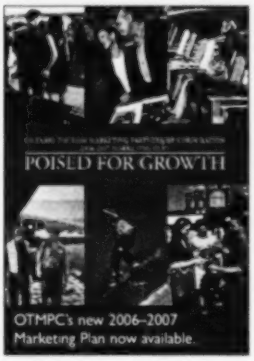
In addition to the core Ontario brand advertising, OTMPC is working closely with the tourism industry on various partner programs including distinctive getaways, great drives, golf, wine and culinary, attractions, theatre, resorts, spas and fine inns and many more to help showcase Ontario's diversity.

Competing for American tourists is tougher than ever, but new partner efforts are being undertaken this summer to promote Ontario's new and exciting experiences. Our U.S. research indicates that Americans who have visited Ontario feel that they have seen and done everything there is to do here. Americans who have not visited Ontario are not aware of the various things they can see and do in our province. The U.S. is our largest market outside of the domestic market and we are committed to working with our partners to turn this market around.

Ontario's international markets continue to post positive growth and recently, Ontario led a 14-member tourism delegation visit to China, led by Ontario Tourism Minister Jim Bradley and with the participation of Deputy Minister Bill Allen and myself. We met with Chinese outbound travel agencies and government officials to continue to build on these relationships that we have been nurturing over the past few years and in anticipation of Canada receiving ADS designation. OTMPC's new marketing materials – the Chinese promotional brochure and **www.ontariotravel.net/china** website – were welcome additions to help to generate confidence in Ontario and attract travellers from this important growing overseas market.

Every year, Rendez-vous Canada unites selected international buyers with invited suppliers of Canadian tourism products and services. The 30th Rendez-vous took place April 22–26 in Toronto and was successfully co-hosted by OTMPC and Tourism Toronto. This enormous opportunity to network with numerous global buyers is an important part of our 2006 trade strategy and we were delighted to participate in this major international event.

OTMPC is very excited to launch its summer 2006 campaign which is part of the 2006–2007 Strategic Marketing Plan 'Poised for Growth.' The Marketing Plan is based on research, results and consultations with industry and partners, as well as guidance from OTMPC's Board of Directors and Committees. It sets out our marketing priorities, objectives, strategies and tactics and lays the foundation from which to revitalize the Ontario brand and stimulate tourism growth.



OTMPC's new 2006–2007 Marketing Plan now available.

We look forward to working closely with our many industry partners and stakeholders throughout the province to create new and innovative marketing campaigns that will enhance the Ontario tourism brand and increase tourism revenues.

Sandra McInnis
President and CEO

P.S. Hope you can join us at the second annual Ontario Tourism Marketing Summit scheduled for October 18–19 at Blue Mountain Resort in Collingwood!

Members of the Ontario Mission at the Showcase Canada Pavilion at the World Travel Fair in Shanghai (L-R): Harvey Hamazaki, Asia-Pacific Trade Consultant, OTMPC; Chris Garton, GM Asia and Pacific, Air Canada; Sandra McInnis, President and CEO, OTMPC; Yijong Song, Ontario Counsel for Economic Affairs, Shanghai; Tourism Minister Jim Bradley; Jacques Burelle, President and CEO, Ottawa Tourism; Deputy Minister Bill Allen; Bruce MacMillan, President and CEO, Tourism Toronto.

Connecting with Stakeholders

OTMPC staff have been busy lately meeting with many tourism industry stakeholders. These photos reflect some of our industry outreach activities across Ontario.

Quebec Task Force (L-R): Debra Mansillo, OTMPC; Nicole Guertin, Destination Nord; Bill Kenny, OTMPC; Ken Gruber, Delta Chelsea Hotel; Sandra McInnis, OTMPC; Karen Squires, Ottawa Tourism; Joanne Charette, National Gallery of Canada; Sylvain Charlebois, Prescott-Russell Tourism; Anna Pierce, Niagara Tourism; Michel Gauthier, Ottawa Tulip Festival (not present in photo Bruce Fitz-Gibbon, St. Lawrence Parks Commission).

At the Ottawa Valley Tourist Association's Annual General Meeting at Barry's Bay in April (L-R): Marie White, Mitchell Wilkie, Marilyn Alexander, Kathy Marceilline (OTMPC), Judy Hugli, Lynn Beattie, Darrell Beamish and Helen Giroux.

At the panel discussion at Tourism Toronto's Annual General Meeting held in April are (L-R): Lyle Hall, Board Chair, Tourism Toronto; Michele McKenzie, CTC; Sandra McInnis, OTMPC; Dan Eastwood, City of Toronto; and Bruce MacMillan, Tourism Toronto.

OTMPC Chair William M. Duron and Daniel Speck of Niagara's Henry of Pelham winery discuss the nuance of wine pairing at Rendez-vous Canada's Ontario night.

At the semi-annual meeting of Northern Ontario Regional Tourism Associations in Toronto, (L-R): Laurie Ypya (Executive Director, Ontario's Near North); Gerry Cariou (Executive Director of Sunset Country); Erin Downey (Executive Director, Rainbow Country); Bruce Fallen (Executive Director, North of Superior); Carol Caputo (Marketing Manager, Algoma-Kinniwabi); Sandra McInnis (President and CEO, OTMPC); Jennifer Rowe (Executive Director, James Bay Frontier); André Rieser (President, Ontario's Near North); Marlis Bommes-Dudzinski (President, North of Superior); Sean Mackey (President, James Bay Frontier); Lori Johnson (President, Algoma-Kinniwabi); and Ted Day (Director, Northern Marketing, OTMPC).

Ottawa Tourism at Canada Blooms (L-R): Jacques Burelle (President and CEO of Ottawa Tourism), Dick Brown (Executive Director of OGHA) and Sandra McInnis (President and CEO, OTMPC) at the Ottawa Tulip Garden.

(L-R): David Adames, Executive Director of Tourism Hamilton, Sandra McInnis, OTMPC President and CEO and Hamilton Mayor Larry Di Ianni at the Hamilton Tourism Awards.

The 2005 OTMPC Adventure of a Lifetime Contest winners (L-R): Jeremy Dickson, Canoe Canada, winners Lila Kahn and her husband and Ted Day, OTMPC at the Sportsmen's Show.

Photo: Rob Simpson

Cultural Tourism Launch

Ontario. Now Playing!

To help support Ontario's cultural tourism and in light of Ontario's cultural renaissance, OTMPC recently launched a new advertising campaign to showcase the stellar range of cultural experiences in the province.

Ontarians watching the Academy Awards on CTV were the first to see the television commercial featuring many attractions and events that make Ontario a premier cultural destination.

"Ontario. Now Playing!" screen pull of TV commercial

As part of a broader campaign themed "Ontario. Now Playing!," the spot featured the famed overture music to the classic Warner Brothers "Bugs Bunny" show and the song "On with the show, this is it."

The television ads aired during March and April in Ontario. In Quebec, radio and print ads were featured, while television and print ran in Michigan, New York and Ohio in April. The campaign includes a new website, **www.ontarioculture.ca**, offering visitors information on theatre, visual arts, heritage, festivals and other cultural events taking place across Ontario.

Sandra McInnis welcomes David Mirvish to the launch.

"I am confident our dynamic new campaign will help broaden awareness of Ontario's diverse cultural offerings and motivate visitors to include arts and heritage experiences in their travel plans," said Sandra McInnis, OTMPC President and CEO.

Leaders of several cultural organizations, festivals and events groups, and tourism agencies worked with OTMPC to create the campaign. Some 80 stakeholders and industry partners attended the March launch event at Toronto's Sutton Place Hotel.

Joel Peters introduces the campaign to industry partners.

"We're at a very exciting time in our province's cultural life and believe this new campaign will go a long way towards promoting the vitality of our diverse attractions and events both at home and elsewhere," added Joel Peters, Chair of the Cultural Campaign Reference Group.

As OTMPC Chair William M. Duron explained, "Investment in culture is very important to the tourism industry. The cultural tourism market is lucrative and growing in Ontario, generating $4.5 billion in annual revenue while stimulating employment."

The campaign also features The Great Ontario Cultural Getaway Contest with prizes of luxury theatre package tours at the Shaw and Stratford festivals, Toronto cultural attractions and an 11-day Circuit Champlain excursion highlighting Northern and Eastern Ontario. Since its launch, the site has received some 23,000 visitors and more than 12,000 contest entries.

The Great Ontario Cultural Getaway Contest screen pull.

Spring/Summer Campaign – North America

Ontario tourism brand review

ONTARIO *Yours to discover*

In late 2005, OTMPC undertook a review of the Ontario tourism brand to ensure marketing communications efforts were effective and relevant. The process involved extensive consultations with industry, stakeholders and consumers in key markets.

The findings indicate that Ontario residents feel that they have seen and done everything there is to see and do in the province. Non-residents who have not visited Ontario need a compelling reason to visit and tourists who have visited need a new reason to return.

As a result of our industry and consumer insights, we are able to more clearly articulate the Ontario tourism brand story and positioning:

With the diversity and quality of experiences to discover across Ontario, we make it easy for all our visitors to have a great time.

To support this, OTMPC campaigns and communications will focus on four brand pillars or differentiating aspects of the Ontario experience – diverse, dynamic, fun and easy.

We will create an overall brand message that engages the consumer and establishes a strong emotional connection to the province's product offerings and signature experiences and destinations. Ontario "Yours to Discover" instills a sense of pride among Ontario residents. We have a wonderful province and there are many experiences waiting for us to discover.

More information on logo usage along with the brand story can be found at **www.tourismpartners.com**.

New summer campaign in Ontario

A beautiful white sandy beach; a walk in the clouds above a majestic forest; a place where wild animals roam free; a Caribbean festival. These images of exotic destinations are all in Ontario and part of OTMPC's new summer campaign designed to intrigue and encourage consumers to discover the unique, exciting and fun experiences that Ontario has to offer so close to home.

Screen pull from the summer campaign.

The four 15-second spots, created by OTMPC's new agency Y&R, will help change consumer perceptions of the province as a 'been there, done that' travel destination by providing visitors with compelling new reasons to visit. The spots also show a variety of fun family experiences with the call to action to visit the website.

The summer campaign, launching in mid-May, targets moms with young children who want to give their families memorable summer getaways. Research supports that moms are looking to bank as many fun family memories as possible before their kids deem family vacations 'un-cool' and are looking for vacation destinations that offer unique experiences with staying power.

The campaign is meant to surprise viewers when they realize these unique discoveries can be found in their own backyards. The campaign delivers on the key brand pillars – diverse, dynamic, fun and easy – and supports Ontario's brand promise to consumers.

The domestic campaign includes TV, radio and billboards across the province. The television campaign will run for five weeks. In addition, five-second dot spots will air on select TV stations to drive viewers to the website and increase the frequency of message.

In Ontario, 30-second radio spots will also run for four weeks. Billboards depicting the unique Ontario locations in the TV creative will be posted for four weeks in select cities. The billboards resemble vacation postcards to help personalize the campaign and reinforce the notion of exciting experiences.

The **www.ontariotravel.net/summer** micro site is an integral part of the campaign and includes information on family fun, outdoor adventures, summer in the city and great summer drives for families. The summer contest prize is a three-day, two-night family getaway in Niagara with many amazing attractions to visit. The program is supported by online advertising and consumer e-mail promotion.

Examples of domestic billboards.

Spring/Summer Campaign – North America

Ontario Travel Discoveries magazine

Ontario Travel Discoveries magazine distributed at Toronto's Union Station.

The summer *Ontario Travel Discoveries* magazine features many great Ontario travel and vacation planning ideas. The 176-page issue highlights urban and outdoor ideas for everyone, including where you can swim with polar bears; immerse yourself in Aboriginal traditions; learn about the cultural renaissance taking place in Ontario; and other hidden-gem attractions.

The magazine encourages readers to visit the **www.ontariotravel.net/summer** website for more travel assistance, event listings, accommodation ideas, links to regional partners and special offers.

New Quebec campaign

OTMPC is increasing its marketing efforts in Quebec by positioning new products and packages to create unique vacation experiences for Quebec residents. Overall, impressions of Ontario are tepid among Quebecers, who appreciate their own province and tend to travel at home. To help make the province a more attractive travel destination for Quebecers, an exciting new campaign was created by the SVY&R agency in Montreal.

To develop a unique Quebec campaign, OTMPC asked industry to assist and created a Quebec Task Force which was chaired by Michel Gauthier.

An innovative Quebec campaign was developed and launches in mid-May, targeting affluent, 35–55-year-old French-speaking Montreal couples and families. The campaign portrays Ontario in a completely different light and creates excitement by presenting the province in a dynamic, fresh manner.

The French-only campaign comprises six weeks of 30-second radio spots, billboards, restaurant postcards/signage, as well as a micro site. Mobile signage, PR and media events and attendance at consumer and trade shows will support the mass advertising communications.

New U.S. summer campaign

A customized advertising campaign to promote Ontario getaways will run for four weeks beginning mid-May in the U.S. border markets of Buffalo, Rochester, Syracuse, Detroit and Cleveland. The components include TV and 30-second radio commercials, out-of-home boards, online promotions, travel trade and media relations. To address the dollar value issue, OTMPC will be distributing the *Attractions Ontario 2006 Passport* in the U.S. and promoting it through radio.

U.S. billboard.

The partnered U.S. advertorial insert.

Partner insert for U.S. market

To help offset the decline in American visitors, OTMPC is partnering with Niagara Falls, Ottawa Tourism and Toronto Tourism to distribute 14.2 million newspaper advertorial inserts in near-border and mid-haul U.S. markets to promote Ontario as a summer holiday destination. The campaign targets affluent couples and families in 25 U.S. markets, including Ohio, Pennsylvania, Massachusetts, Michigan, New Jersey, New York, Maryland and Connecticut. The inserts will be distributed in late May and June.

Gay Lesbian Bisexual Transgendered (GLBT) market

To build awareness of Ontario product and motivate GLBT consumers from U.S. markets, OTMPC will be positioning the province as a friendly and welcoming destination. Leveraging opportunities with the CTC, Tourism Toronto, Ottawa Tourism and Niagara Falls Tourism, a new campaign is set for June, September and October. Tactics include an Ontario presence at various high profile events, such as the Chicago Gay/Lesbian Film Festival, as well as targeted direct mail, online and print advertising, and trade and consumer shows.

Image used in GLBT campaign.

Live with Regis and Kelly in Niagara

Having already broadcast his TV show from Niagara Falls in 1996, Regis Philbin was so impressed with Niagara Falls evolution that, after his November show from Niagara Fallsview Casino Resort, he persuaded producers to bring the show back for a live broadcast. Returning with co-host Kelly Ripa, Live with Regis & Kelly will air two shows on May 22 and 23.

Spring/Summer Campaign – North America

New U.S. promotional brochure

An exciting new Ontario lure piece is being developed to motivate U.S. travellers to take another look at Ontario for overnight getaways. The brochure will be the primary fulfillment piece for all U.S. inquiries and information requests, including website inquiries, media relations, travel trade and promotional activities.

Pure Canada magazine ad

OTMPC has purchased a one-page advertisement in CTC's *Pure Canada* annual travel magazine, which also features a double-page Ontario editorial spread. Approximately 250,000 magazines are distributed in the U.S.

Shaw-Stratford-Mirvish theatre promotion for U.S. visitors

Near-border U.S. consumers are attracted to the excellent stage productions at the Shaw and Stratford Festivals and Toronto's Mirvish Productions. OTMPC is partnering with these theatres, Tourism Toronto and Theatre Vacations to entice consumers with the Great Ontario Theatre Getaway. A print insert was distributed in late April in key U.S. border markets featuring overnight packages and special offers to add a second theatre experience to each visit. Online advertising, theatre-partnered e-newsletters, web updates, combined with Ontario's cultural tourism campaign, will extend program reach and effectiveness.

Great Ontario Theatre Getaway print insert

New Experiential Partner Campaigns

Memorable summer family drives

OTMPC's new Great Summer Drives program encourages consumers to enhance summer travel in Ontario with overnight stays and visits to great attractions. Check out the new interactive maps and online photo albums for each of the nine suggested driving routes at **www.ontariotravel.net/greatdrives**.

The campaign includes consumer e-mail, online marketing tactics and ads in *Canadian Living* and *RV Lifestyle* magazines in April and May, targeting families and driving consumers to the website.

www.ontariotravel.net/greatdrives interactive map

Online links through **www.ontariotravel.net/greatdrives** are also being provided to 32 DMO/NORTA partners and 276 participating attractions. To help ensure maximum visibility, the program is also being integrated into other OTMPC partnerships targeting families, namely CTC/Toyota's *Get Going Canada* program, *Attractions Ontario 2006 Passport* and online campaign and the agency Fun Pass.

Fun Pass

Fun Pass

The Fun Pass profiles provincial attractions offering family learning experiences and will be distributed to all Ontario elementary school children with their report cards. Relevant pages on **www.ontariotravel.net** have been updated.

Attractions Ontario 2006 Passport

The colourful *Attractions Ontario 2006 Passport* highlights OTMPC's support with four pages dedicated to suggested Great Drives routes, linked to attractions. The 1.1 million copies include over $500 in coupons and are available through Pizza Pizza outlets, Ontario Travel Information Centres, Regional Tourism Information Centres, a community newspaper insert throughout Ontario and the 1-800-ONTARIO call centre. It can also be ordered online through **www.ontariotravel.net**.

Attractions Ontario 2006 Passport

Festivals & Events Guide

The 2006 *Festival & Events Guide* is ready and available on the **www.ontariotravel.net** website.

2006 Festival & Events Guide

Spring/Summer Campaign – North America

Ontario's Distinctive Getaways

Building on OTMPC's successful theatre partners program Just the Ticket and the wine and culinary-themed Savour Ontario, 2006 marks the introduction of Ontario's Distinctive Getaways campaign. It aims to sell high-quality and unique theatre, wine and culinary getaways. The spring/summer program includes 14 theatre partners, 16 wine/culinary/inn partners, the Wine Council of Ontario, Ontario's Finest Inns and Via Rail Canada.

Ontario's Distinctive Getaways insert (inside spread)

Tactics provide year-round opportunities to promote these experiences and increased frequency of print and interactive campaigns will promote specific packages.

Two 16-page inserts will be distributed with *FOOD&DRINK* and *Ottawa* magazines in May and September, as well as in TVO's spring and fall program guides.

Winemaker for a Day

An exciting new contest offers the chance to 'Be a Winemaker for a Day' in Ontario's hottest new winery destination, Prince Edward County. The online contest, launched in April, targets OTMPC's database of consumers interested in wine and culinary experiences and interactive newsletter offers. Savour Ontario partners will also participate in the Ontario Wine Awards consumer tasting on June 13 at Toronto's Distillery District.

Winemaker for a Day ad

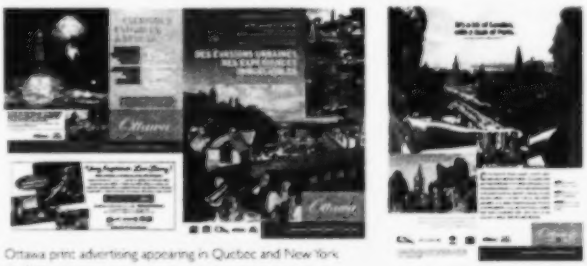
Destination Partner Campaigns

This spring, OTMPC, Taste the County and its regional partners promoted Prince Edward County (PEC) as a spring destination for wine, spas, festivals and cultural experiences. Using half-page ads in GTA community newspapers and a direct mail piece, the campaign targeted affluent couples with spring getaway packages.

OTMPC's Strategic Partnership Manager – Destinations, Narvin Singh outlining Prince Edward County's destination marketing campaign at a recent media event.

OTMPC is also partnering with the Kingston Economic Development Corporation and Kingston Accommodation Partners on a summer campaign targeting the GTA and Ottawa regions. The multimedia campaign will appeal to couples and focus on mid-week Kingston getaways. A similar campaign in 2005 generated significant visitation from the GTA to local attractions such as Fort Henry, Thousand Island Cruises and Tour Trolley rides.

In addition, OTMPC is partnering with Ottawa this spring and summer to target Quebec and New York City. The campaign includes newspaper and magazine advertising in each market promoting seasonal packages. A similar 2005 campaign resulted in a spring sales increase of 177 per cent over 2004 and a 123 per cent summer sales increase over the same period in 2004.



Ottawa print advertising appearing in Quebec and New York markets

A partnership campaign is also underway with Fort Erie Economic Development & Tourism Corporation. The summer effort, directed at Buffalo and other near-border markets, will promote visitation to Fort Erie.

Travel Trade Activities

OTMPC organized an exclusive Ontario partner/tour operator dinner during the annual American Bus Association (ABA) convention in Nashville, attracting 20 key operators.

ABA Ontario tour operator dinner in Nashville

OTMPC entered into a domestic tour operator agreement with Anderson Vacations based in Calgary. This is the first year Anderson has included Eastern Canada as part of their strong Canadian product offering. OTMPC has also co-ordinated a partnered tour operator training program with Anderson Vacations in Calgary, Yankee Holidays in Boston and Tauck World Discovery in Connecticut. Reservation staff, travel counsellors, product development and sales and marketing departments will be trained to provide a better understanding of Ontario and the destinations each operator favours in their tours.

Spring/Summer Campaign – North America

Hospitality Tours of Boston has selected Ontario as their feature signature destination in 2007. Over 250 of the company's U.S. Bank Club Directors will be targeted to highlight and promote Ontario to high-end clients. OTMPC will be hosting a major FAM in June for 30 Bank Club Directors.

CAA Quebec has 30 Ontario packages promoting products in Niagara, Toronto, Ottawa and Kingston. This initiative ties into OTMPC's overall approach in the Quebec market featuring products developed by CAA Quebec to meet member needs.

In conjunction with OTMPC, Yankee Holidays, CTC, Tourism Toronto, Mirvish Productions and Kevin Wallace Productions, a combined media and trade event took place at Boston's Exchange Center. Kevin Wallace was the keynote speaker at both events attended by 20 media and 50 trade reps. In addition to *The Lord of the Rings*, Ontario was featured as a key destination offering many diverse things to see and do.

At the LOTR trade event in Boston (L-R) are John Tavano, President, Yankee Holidays; Kevin Wallace, Producer of LOTR; and Steve Grasso, Vice President, Yankee Holidays.

Media Relations Activities

In early April, the *New York Post* Travel Editor visited Toronto for a feature story, while CNN's Spanish-language travel television program covered Ottawa and Toronto. The media relations team also brought top Chicago and mid-west writers to Toronto this spring to promote *The Lord of the Rings*.

North American media relations staff Helen Lawrkin and Kathrin Sieber during Media Marketplace with journalists William Scheller (whose Ontario story was recently in *Washington Post* magazine) and Mark Stevens (2006 Northern Lights award winner for his Toronto Sun story on the Canadian War Museum in Ottawa).

In April, the team attended the Canadian Tourism Commission's annual Media Marketplace in Los Angeles to meet with travel and lifestyle media and pitch new Ontario story ideas. These meetings help attract media to experience Ontario tourism products and generate coverage in targeted publications and broadcast outlets.

The May "TO to 2Lips" press trip targets gay media with visits to Ottawa during the Tulip Festival and to Toronto in advance of Pride Week. Many domestic and international media will attend the GoMedia Canada Marketplace at Deerhurst Resort in Muskoka in late May. As host province, Ontario is sponsoring the closing night gala reception.

The Ontario Tourism Marketing Partnership Corporation Wine Journalism Award will be handed out at the annual Ontario Wine Awards (OWA). This is the fourth season OTMPC has been working with the OWA to help promote culinary tourism.

The American Theatre Critics Association will visit Niagara-on-the-Lake in June. OTMPC will help sponsor media accommodation for the event in partnership with Vintage Inns.

Also in June will be *Outpost* magazine's Northern Ontario canoe trip. Four separate stories including features on Nipigon, Winisk and Quetico will appear in the magazine's special Ontario edition.

The PR value for print results alone exceeded $50 million CDN in the past fiscal year.

MC&IT

OTMPC will participate in the following upcoming industry trade shows: Springtime in Washington, May 25; IMEX in Frankfurt, May 30–June 1; MPI WEC in Dallas, July 9–11; and ASAE in Boston, August 19–22.

New Incentive Travel Guide

OTMPC's new *Indulge in Ontario* Incentive Travel Guide will highlight premier 'must do' experiences complimented by compelling images and sample itineraries. The guide will target U.S. and overseas incentive travel organizers and be supported by direct mail and trade development activity in these markets.

Ontario Travel Information Centres (OTIC's)

Come visit our friendly and knowledgeable OTIC staff and discover the great customer service we provide to travellers visiting the centres across the province. Together we can help you plan your customized getaway experience in Ontario. We offer currency exchange, theatre ticket reservations, sales of attractions passes, plus gifts, souvenirs and more. Don't miss your opportunity to get acquainted with OTIC staff. Let us know what you are planning this spring and summer and how we can help sell your products and services to visitors.

Seasonal centres opening:
Our seasonal Ontario Travel Information Centres will be open for business beginning May 15. These include Hawkesbury, Hill Island, Lancaster, Prescott, Kenora, Pigeon River and Rainy River.

Summer hours:
As of June 9, all centres will extend hours of operation from 8:00 a.m.–8:00 p.m. to serve travellers' needs.

Northern Ontario

Canada Day in Mackinaw City

Michigan's Mackinaw City traditionally kicks off its summer tourist season the first week of July and welcomes 30,000 tourists to its beautiful waterfront location during this period. This year, the unique Victorian Shopping Village of Mackinaw Crossings will host a very special Canada Day celebration for the first time.

Canada Day promotional piece.

In partnership with Algoma Kinnawabi Tourism Association (AKTA), OTMPC, FedNor, Community Development Corporation (CDC) and the private sector, downtown Mackinaw Crossings is being transformed into a two-day Canadiana festival. An RCMP honour guard, native dancers, interactive displays, music, fishing simulators, Canada Customs, OPP officers and more will allow visitors to "See, Feel and Discover" tourist products available in Algoma Country and Ontario.

Great Lakes cruise ship initiative

The Great Lakes Cruise Coalition (GLCC), comprising Great Lakes port cities, develops and promotes cruise ship travel which result in almost $50 million annually in revenues to these ports. Northern Ontario port partners – Sault Ste. Marie, Parry Sound, Manitoulin Island and Thunder Bay – developed a marketing initiative to help the GLCC pitch cruising during the annual Canada-New England Cruise Symposium.

The GLCC, through Tourism Sault Ste. Marie, worked with OTMPC's Northern Committee to develop a tactical initiative that focused on cruise opportunities and shore amenities at northern Ontario port cities. Stephen Burnett, Executive Director of the GLCC, delivered a detailed video presentation and distributed a magazine highlighting Northern Ontario port cities.

The cruise ship Columbus in Sault Ste. Marie.

As a result, the GLCC is currently negotiating with symposium organizers to extend involvement. A post-symposium FAM trip is being organized to bring cruise operators to Ontario to discover available port facilities and shore excursions.

Tourism Guide « L'Ontario en français »

New « L'Ontario en français » tourism guide

The new Francophone Tourism Guide « L'Ontario en français » has been released by Direction Ontario. Over 80,000 copies are being distributed primarily in Quebec via consumer shows, direct mail enquiries and OTICs. It can also be downloaded from **www.ontario travel.net**.

FUJIFILM Great Ontario Outdoor Adventure of a Lifetime contest

The Toronto Advil Outdoor Adventure Show provided the perfect setting for the 2006 Great Ontario Outdoor Adventure program. Over 100 tourism industry and media attended the launch event for the 2006 FUJIFILM Great Ontario Outdoor Adventure of a Lifetime Contest. Designed to drive consumers to **www.ontario travel.net/outdoor**, the contest represents a partnership with northern tourism businesses (NONTA), corporate sponsors, FUJIFILM Canada and Mountain Hard Wear.

Photo: Rob Stimpson

Gord Baker, Chair, OTMPC Outdoor Committee, at the Advil Outdoor Adventure Show.

Northern Ontario

OTMPC's Steve Bruno promoted the new adventure program and contest during a CityTV *Breakfast Television* interview and over 4,500 consumers registered for the contest during the first week.

The Adventure of a Lifetime contest will also be promoted throughout summer. The program is part of the OTMPC/FedNor Strategic Tourism Marketing and Development Partnership for Northern Ontario.

McGuffins and Paddling Ontario connect consumers to great northern parks

Paddling Ontario and renowned outdoor adventurers Joanie and Gary McGuffin teamed up to showcase their Northern Ontario parks experiences and ways to connect consumers with outdoor suppliers. The call to action directed consumers to **www.paddlingontario.com/mcguffins** with links to paddling experiences. The couple attended four key outdoor adventure shows: Canoecopia, Madison, Wisconsin; The Jersey Paddler, Brick, New Jersey; Quiet Waters Symposium, Lansing, Michigan; and the Toronto Advil Outdoor Adventure show.

Photo: Rob Simpson

Sandra McInnis with Joanie and Gary McGuffin at the Advil Outdoor Adventure Show

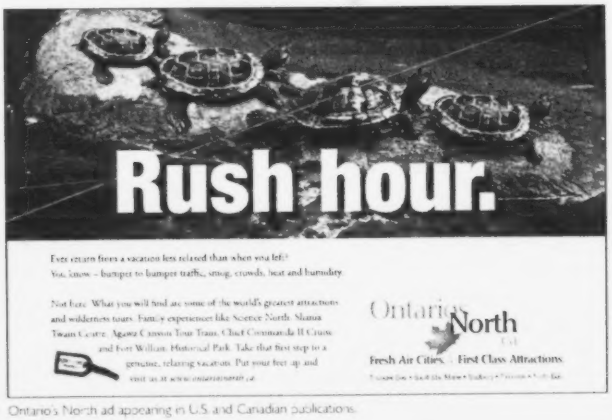
Outdoor website

The outdoor website has been refreshed with new home page content and images, while the interactive campaign will include consumer e-mails and online advertising.

www.ontariotravel.net/outdoor website

Ontario's North ad

This ad promoting Ontario's North for Consumer Markets travel publications runs this spring and summer in *AAA Living* (Michigan), *Going Places* (New York), *AAA Living* (Minnesota) and *Leisureways* and *Journey* magazines and will reach more than 3.4 million travellers in Ontario and U.S. border states.



Ontario's North ad appearing in U.S. and Canadian publications

Overseas Activities

Asia-Pacific Sales Mission

A 14-member delegation led by Tourism Minister Jim Bradley visited China in late March and included Deputy Minister of Tourism Bill Allen and OTMPC President and CEO Sandra McInnis. The group supported Air Canada's direct service launch between Shanghai and Toronto and Ontario suppliers at CTC's Showcase Canada in Shanghai. Deputy Minister Allen also led a seven-member delegation to Osaka, Japan and Seoul, South Korea to conduct meetings and attend functions targeting tour operators, airlines and travel industry government organizations.

News releases announcing the Minister's visit to China resulted in interviews with Toronto Chinese media. The Minister also held a media conference in Shanghai on March 30 which was attended by key local and national newspapers such as the *Shanghai Daily* and *Xinmin Evening News*. His remarks on Ontario's efforts to promote the province's unique attractions to the Chinese market resulted in front page coverage in the *China Daily*.

The Minister also held meetings with the China National Tourism Administration and Badaling Great Wall Administration in Beijing.

Members of the Ontario sales mission meet with the Shanghai Tourism Administration.

as regional destination marketing organizations and other tourism partners.

As well, a new Chinese-language promotional brochure was created to promote Ontario's diverse tourism offerings and travel experiences to Chinese tour operators, travel media and consumers.

New Chinese marketing brochure (inside spread).

Agreements confirmed

Joint Marketing Agreements (JMAs) have been confirmed with HIS, Hankyu Express International and Nippon Travel Agency promoting spring and early summer travel.

The official opening of the Showcase Canada Pavilion in Shanghai (L-R): Minister of Tourism Jim Bradley, Andrew Clark, VP Sales, CTC and Derek Galpin, CTC's Managing Director, China.

New Chinese promotional website and brochure

OTMPC's new Chinese-language consumer website **www.ontariotravel.net/china** was launched in conjunction with the China mission and has had more than 4,000 visitors to date. The site profiles Toronto, Ottawa, Niagara Falls, Southwestern Ontario, Eastern Ontario, Central Ontario and Northern Ontario. Visitors can explore the unique features and seasonal activities each city or region offers and access important links to information sources, such

www.ontariotravel.net/china website.

Japanese media visit Ontario

OTMPC and CTC hosted a media FAM trip of Japanese journalists representing major Tokyo travel trade and consumer publications. The group travelled to Niagara Falls and Niagara-on-the-Lake for the Icewine Festival and visited Deerhurst Resort to experience winter activities such as dog-sledding, snowmobiling and tubing. *Travel Journal*, a weekly trade magazine participating in the six-day visit, published a four-page, full-colour article on Ontario's winter tourism products with a PR value of $60,000 CDN.

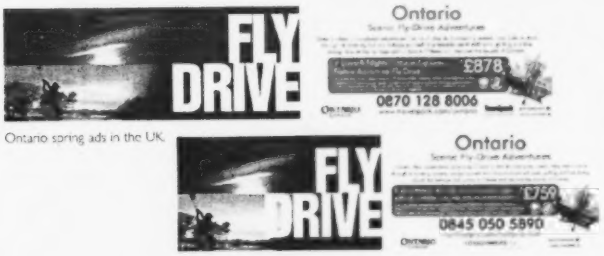
Another participant, *Safari* magazine, a men's lifestyle magazine, also published a five-page article on the visit with a PR value of $240,000 CDN.

OTMPC and CTC also hosted a photojournalist from *Mainichi* newspaper and *Sunday* magazine who published a four-page article on Ottawa's museums, art galleries and winter activities in their March 26 edition. The full-colour spread has a PR value of $160,000 CDN.

Overseas Activities

UK consumer campaign

As a sequel to last fall's extremely successful UK campaign promoting Ontario short breaks and fly-drive packages, OTMPC, Tourism Toronto, two UK tour operators (Travelpack and Trailfinders) and Air Canada partnered on another spring consumer campaign that appeared in April. The campaign consists of an eight-page insert in the *Saturday Telegraph* supported by radio and newspaper advertising.



Ontario spring ads in the UK.

UK Trade Shows

In March, OTMPC also attended Spotlight Canada where approximately 30 Ontario suppliers and 80 Canadian suppliers met with UK travel trade. Staff had 35 appointments with key tour companies and travel industry operators and OTMPC also hosted a trade and media event in partnership with Tourism Toronto.

German Trade Shows

OTMPC and 14 Ontario suppliers attended ITB in Berlin in March as part of the Canada Stand of 54 Canadian exhibitors. OTMPC had 30 appointments with key tour operators, industry suppliers and media. Some 70,000 trade visitors and 140,000 consumers attended and OTMPC and partners also provided entertainment and giveaways during consumer days. Canada's event at the Canadian Embassy was well attended by trade and media clients.

Ontario had a major presence within the Canada Stand at the largest travel show in the world, ITB in Berlin.

European Media Relations Activities

OTMPC's European media relations team recently hosted group media tours from the UK and Germany. Media from the *Daily Telegraph* and *Daily Mirror* in London, *Sunday Tribune* (Ireland) and the *Scottish Sunday Mail* visited Ottawa for Winterlude before going to Haliburton. Representatives from German media outlets *Kronen Zeitung, Hessischer Rundfunk, Der Standard, Munchner Merkur* and *Mitteldeutsche Zeitung* visited Collingwood, Toronto and Niagara.

Laying the groundwork for spring/summer media visits, OTMPC staff recently made media calls in London, Belfast and Dublin to pitch Ontario story ideas and hosted a media luncheon in London and Paris.

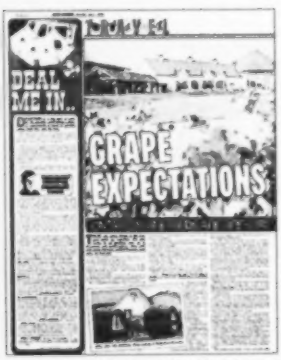
OTMPC's Rey Stephen (second from right) and UK media enjoy a traditional Ontario delicacy (roasted marshmallows) at Fulton's Pancake House in Faversham.

Trips featuring Toronto, Niagara and Ontario's North are planned for media from core European markets in May, June and August, while group media tours are planned for the emerging Mexican and French markets in May and September.

European media relations staff will also attend GoMedia Marketplace in May to meet media from UK, Germany, France and Mexico. A media mission to Mexico is planned in conjunction with Tourism Toronto and the CTC (Mexico) to cultivate coverage in that market.

Media results to date (April 2005–February 2006) from the core UK and German markets are $9.6 million CDN and $9.9 million CDN respectively.

UK coverage of Ontario winter activities.



Northern Ireland newspaper Daily Mirror covers the Niagara wine region.

Overseas Activities

2006 Rendez-vous Canada

OTMPC, in partnership with Tourism Toronto, hosted Rendez-vous Canada in late April at the Metro Toronto Convention Centre. Over 380 buyer organizations from around the world attended and met with approximately 1,000 Canadian tourism stakeholders, including 107 Ontario sellers. Various events, including familiarization tours, were planned to position Ontario, Toronto, Ottawa, Niagara Falls and Ontario's North.

Minister of Tourism Jim Bradley addresses Rendez-vous Canada participants.

OTMPC and Tourism Toronto co-hosted this important event that showcased the diversity of Ontario's tourism products.

Front row sitting (L-R): Joseph Ebner, Delta Chelsea Hotel; Michele McKenzie, CTC; Minister of Tourism Jim Bradley; Randy Williams, Tourism Industry Association of Canada (TIAC). Back row, standing (L-R): Bill Knowlton, Jonview; Sandra McInnis, OTMPC; Wayne St. John, APR Media; Carol Maxwell, OTMPC; Roseanne Longo, Tourism Toronto; Joel Peters, Tourism Toronto; and Andrew Clark, CTC.

Networking was a valuable component of the Ontario gala sponsored at Rendez-vous Canada.

This scene of Ottawa was one of four visuals depicting the province created by artists at Rendez-vous.

International collateral/websites

OTMPC is producing several promotional brochures targeting priority overseas markets. Each customized publication will highlight regions, experiences and sample itineraries. In addition to English versions for the UK and Australia, there will be versions produced in German (for German-speaking countries), French, Japanese, Korean and Spanish. The remaining versions will be in market later this year.

OTMPC is also developing a series of micro sites geared to potential travellers from these key markets. Visitors will enter via a splash page, select their country of origin and go to corresponding micro sites which will include links to appropriate partners sites.

Ontario tourism delegation visits United Arab Emirates

In conjunction with the launch of direct air service between Toronto and Abu Dhabi, a business opportunity mission was led by Deputy Minister Bill Allen to the United Arab Emirates. The delegation met with trade and media representatives, embassy officials, members of the Canadian Business Council and tourism authorities in both Abu Dhabi and Dubai.

Other News

Second annual Ontario Tourism Marketing Summit coming this fall

Time to mark our calendars! This year's Ontario Tourism Marketing Summit will take place at the Blue Mountain Resort in Collingwood on Wednesday, October 18 and Thursday, October 19.

The main conference and awards ceremony will be held in the new Blue Mountain Resort Conference Centre, Ontario's largest conference resort. The program runs from the morning of October 18, with the awards gala that evening, and will end after lunch on October 19.

Plans are now underway to develop the summit agenda and organize guest speakers and the awards gala. Details about the summit registration process, conference cost, agenda and awards will be sent to industry shortly.

Guests arriving early on the evening of October 17 are invited to a reception sponsored by Blue Mountain Resort. This will be a fun opportunity for summit attendees to network and enjoy the resort.

When booking your accommodation in the village between October 17–19, please reference the **Ontario Tourism Marketing Partnership Corporation and Group Code: 31E4YW** to ensure fast, efficient service.

Reservations can be made online by visiting: **http://groupreservations.bluemountain.ca**. Or call one of Blue Mountain's Leisure & Travel Representatives at (877) 445-0231.

Rooms vary from $139 for a studio; $149 for a bachelor; $169 for a one-bedroom and $249 for a two-bedroom unit. **Book early to get your choice of accommodation!**

See you at the Summit!

New OTMPC Board Member

Bonnie Crombie, partner, Pinnacle Policy Group, was appointed to the OTMPC Board of Directors effective March 23, 2006. Her background includes marketing and advertising, public affairs and government relations.

Blue Mountain Resort in Collingwood.

OTMPC at Your Service

Sales Opportunities

OTMPC has exciting advertising opportunities for partners including those listed below. For further information, please contact **otmp.sales@mtr.gov.on.ca**, toll-free at 1-888-365-4422 or visit our website at **www.tourismpartners.com**.

Our sales team is planning the 2006/2007 industry meetings schedule. Please contact us if you would like our participation in your event or industry meeting.

Program	Opportunity	Booking By	In Market
Publications			
Ontario Travel Discoveries (fall issue)	ad space	May 15, 06*	Sept. 06
Courier Magazine	co-op ad	May 15, 06	Aug. 06
Destinations Magazine	co-op ad	July 7, 06	Sept./Oct. 06 issue
Fishing Ads (U.S. and domestic publications)	co-op ad	Aug., 06	Nov. 06-Mar.07
Websites			
Fall Micro Site	packages and banner ads	June, 06	Sept.-Nov. 06
Other			
Ontario Travel Information Centres	backlits, wall ads, etc.	Dec., 06 June, 06	year-round

*Note: deadline change

Research

For border crossing monthly updates, please visit **www.tourism partners.com**. To view the latest Travel Intentions Study, visit **www.tourism.gov.on.ca** and click on Tourism Research.

Consumer Travel Information

Visit **www.ontariotravel.net** or call 1-800-ONTARIO.

Ontario Travel Discoveries magazine

For editorial inquires, please contact **nicole.leaper@mtr.gov.on.ca** or 416-314-7378.

OTMPC's Call Centre

OTMPC invites industry partners to brief the 1-800-ONTARIO call centre staff on your products or services. Please call 416-325-6846 for more information.

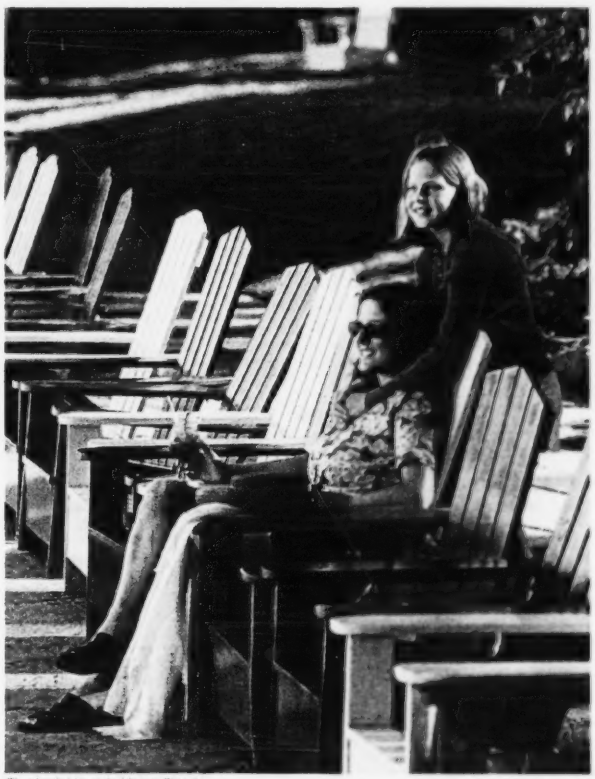
OTICs

For brochure distribution opportunities at select Ontario Travel Information Centres, please call 416-325-6656.

For advertising opportunities, contact Jack Lynch, Travel Promotion Officer at 705-725-7276 or **jack.lynch@mtr.gov.on.ca**.

General Inquiries

Call 1-800-263-7836.



Clevelands House in Minett, Ontario.